

Editing Code

Adding specific lines of code to your existing web site helps search engines pick out your information from among the billions of web pages already in existence.

01. Keywords:

Insert > HTML > Headtags > Keywords

Words, names, categories associated with your page

02. Descriptions:

Concise sentences describing your page enhances a search engine's capabilities.

Avoid market hype. Use a listing of features describing the page.

03. Miscellaneous Meta Codes:

```
<meta name= "author" content="Your Name" />
```

```
<meta name= "generator" content="Dreamweaver MX" />
```

```
<meta name= "copyright" content="&copy; 2006 Your Name" />
```

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Quick page enhancements are:

01. Comments: (see p 142 in text)

- click the cursor in code where you want the hidden text to appear
- type `<!-- You can't see me! -->`

-OR- from menu options:

Insert > Comment

02. Refresh Code

Insert > HTML > Headtags > Refresh

The viewer's current page will automatically redirect to target-page.

Be sure to use absolute URLs in this strategy.

03. Anchor links: (see p 204-206 in text)

Insert > Named Anchor.

A named anchor link sends a viewer to a targeted zone on your open page.

After inserting a named anchor point, create typical text link on page [return to top](#) for instance.

Highlight text and inside the link field type appropriate title, plus a number sign:

```
#top
```

```
#section2
```

```
#footnotes
```

creating <meta> tags

1. Choose an appropriate browser title for your opening web page, based on today's lecture: <1 pt>

2. List ten keywords which describe your web site: <5 points>

<hr/>	<hr/>
<hr/>	<hr/>
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3. Write a descriptive paragraph (approximately 3 sentences) which explains the function of your web site. Be sure to use key words already chosen in the above exercise.
